

THE BELDING BANNER-NEWS (The Belding Banner, established 1880) (The Belding News, established 1895) (Consolidated May 21, 1918)

Published every Wednesday afternoon by the Banner Publishing Co., Belding, Mich. Jan.

Ed. D. Engemann H. M. Engemann Editors and Publishers.

Entered into the Belding, Michigan Post Office as second-class matter.

Subscription Postpaid One year, \$1.00 Six months, .75 Three months, .50 Canadian, one year, \$1.00

Advertising Display rates on application. Card of thanks, one cent a word. Business local, on first page, 12 cents a line.



LONG MAY IT WAVE



HUBERT M. ENGEMANN CORP. FRANCIS J. MAGIN CORP. CLARENCE C. BAILEY

"So then stand by the constitution as it is, and our country as it is, one united, and entire, let it be a truth engraven on our hearts, let it be borne on the flag under which we fall in every emergency, that we have one country, one constitution, one destiny."—Daniel Webster

BELDING'S BIG LOSS

Practically everyone is of the opinion that in the death of W. Lee Cusser, cashier of the Peoples Savings bank, the community loses a great asset, a splendid type of American citizen, the family devoted husband and father, the parents a great son and helper in their declining years, the Peoples Savings bank an efficient officer, and everybody loses a friend.

It made no difference what the service might be—if it would be an accommodation to anyone Lee Cusser was there to do it. We can see him at his desk now filling out questionnaires and other blanks, auto license applications, etc., during the day and burning the lights at night to keep his own official work at the bank up to that high standard which he always maintained. He neglected himself to help others and should have taken care of the cold which bothered him, sooner than he did. He knew no sacrifice when it came to helping others and only a few days before he was stricken ill, he took up the cashier's duties in a competing institution when the regular force was laid up with influenza. He found real joy in being able to help others. Many a man will never forget the good advice and financial and other assistance given him by Mr. Cusser, because of the fact that this help never came from any motive other than a big hearted impulse to do his share of good to other people and in doing this he went far beyond the required mark, so much so that he often discommoded himself financially and otherwise to help others. There are a number of people in this city, who desirous of buying a Liberty bond, but without the money to do it, were loaned the first payment, personally, by Mr. Cusser. He was always willing to help.

There will be no patriotic meetings, no board of commerce luncheon, no lodge gatherings, no meetings of the business men in this city, or no meetings of the bankers of Ionia county, no farmer's club meetings and the like but the presence of one great favorite—W. Lee Cusser, will be missed, for a long time to come. If he had any faults and we have never heard a word against this friend of the community—we pray that the Almighty Father will find them far outweighed by the good he has performed for his fellow men. The grief stricken parents, wife and daughter have the sympathy of the entire community in our mutual loss.

ADVERTISING THE TOWN.

It is the ambition of every town nowadays to draw in trade from the surrounding country. Growth in retail trade that comes from the home town alone, does not usually satisfy the ambition of a live business center. To attain its ambitions, it must draw in trade from the surrounding country. The trade comes easier than it used to. In these days of automobiles it can be drawn a very considerable distance. People will pass by the old-fashioned crossroads store in a remote corner, to come into a good live center. And they will pass by such a center and go a considerable distance farther, if they are convinced that they have found a better center. Thus they go to the town within driving distance that gives the best impression as a live place. While the general appearance of a town goes a good way toward creating that impression the most expeditious way of producing it is by a lot of live advertising in the home newspaper.

You never find a newspaper filled with advertising in a dead town. On the contrary when the bulk of the stores advertise well, the town looks alive. The Banner-News, circulates widely among the people living in the trade territory of Belding. It reaches many people who naturally would trade in communities still nearer their homes than we are. But the advertisements printed in our columns reach many of them to come in here. If all our merchants would take part in this advertising campaign, they would not merely advertise their own business, but they would advertise their home town as a live one. Then they would get their share of those who are drawn in by the general appearance of enterprise that an advertising town always shows.

FUNNYGRAPHS

FOLKS WE ALL KNOW



No, this man has not been Stealing Sheep, although he Looks It. He is a Delinquent Subscriber, beating it around the Corner to dodge the Editor, for whose Gray Hairs he is responsible. The Delinquent Subscriber cannot Pay Up because he bought a Car only Last Week.

A person signing himself "Patriotic, But Tired, Citizen" writes in to ask if it is necessary for them to stand up in bed every time the young folks next door play "The Star Spangled Banner" at midnight. Too deep for us old men, but Bert Rummel, the tailor next door to us, when we run the sanctum around on Bridge street, complained to the common council that he always had to stand up when the editor whistled that good old tune, which was pretty much all of the time. We refer "Patriotic, But Tired, Citizen" to Bert.

It must be an awful relief to the whales out in the ocean to be able to come to the surface for a breath of air and not have some bog lookout mistake them for submarines and turn

the seven pounders loose.—Sayre Headlight. The only remaining fact that would still lead one to stick to the opinion that Germans are superbe, is the super-speed with which their high officials took to the tall timber.

One reason editors, some times lead perilous lives is because they sometimes do not know any better than to publish items like the following and from which we have stricken the names which the contributor furnished: ————— has kept a warm path from his place over to the widow lady ————— for the past year and one-half.

Well, anyhow, the redflaggers had sense enough to choose the symbol which used to stand as a sign of smallpox.

It is difficult to see how the shoe manufacturers can get the leather for those high top women's shoes unless the cattle raisers can grow bigger cows.

Judging by the reports of the man who cleans the cuspidors in Washington our representatives in congress chew something besides the rag. And by the way, that cuspidor cleaner's report is the only interesting thing we have read in the famous Congressional record in many a moon.

A headline writer uses the following, "Boy Scouts Growing Rapidly." We found it out when we recently tried to put last season's clothes on two of them.

Fred Keister of the Ionia Standard recently asked this question, "What has become of the old fashioned butcher who used to 'throw in a soup bone when you bought a roast?" Well the last time we saw the guy he was telling how hard up the packers were and was at the same time carefully weighing up four ounces of wrapping paper on a pound order of steak.

A new conscience would make about as good a Christmas gift for some people as it would be possible to give them.

Home on Furlough Martin J. Engemann, a sailor in the service of his Uncle Sam, stationed at Glenburnie, Maryland, arrived in the city Saturday morning for a ten day visit at the home of his mother, Mrs. Lena Engemann, and with his numerous other relatives and friends. Mart says that this dry land sailing is a great life and he has grown three feet and lost eighty-five pounds since joining the service.

Darling of Detroit, was up in the old home town looking after a few matters the latter part of last week and while in the city he left his order for the old home town paper to be sent to him each week. Jud King went to Crystal on a visiting trip, Monday morning. You'll miss a treat if you don't read "The Light in the Clearing."

Musical Topics Edited by Mrs. K. L. Skahen

Joseph Hofmann's Career. The Polish pianist, Joseph Hofmann was born in 1876. His remarkable gifts were inherited from a father who directed the opera orchestra at Warsaw and who was himself a distinguished pianist and professor of harmony at the Warsaw conservatory. He was the boy's only teacher until the latter reached the age of 16, when he was accepted by Anton Rubinstein as a private pupil. Hofmann's genius was of course apparent at an extremely early age; his first lessons were taken when he was barely large enough to balance himself on the piano bench and in his fifth year he appeared in public. Reports of that first concert tell us that an enormous audience gathered to witness the performance of the child whose name had already been heard in musical circles. The recital was nothing short of sensational and within a few years the young Josef was known in every large city of Europe. It was at that time that he made his first memorable tour of the United States, arousing ovations. Soon afterward he retired from public gaze and resumed his study. He went to Rubinstein and remained in close association with that master for two years. In 1894 he made a debut with overwhelming success and since that time he has been constantly touring. He is acknowledged today to be one of the greatest pianists of the world and no artist has ever met with truer and warmer recognition in this country. For several years he has made his home at Aiken, S. C., where he spends his leisure time, and as he has himself often remarked, America is his country by adoption.

MRS. K. L. SKAHEN TEACHER OF PIANO THEORY CHORUS Studio 218 So. Bridge Street Belding Phone 312-R

The Light in the Clearing By IRVING BACHELLER To read this story is to be uplifted, enabled, is to feel that honor and integrity indeed form the corner stone of national as well as individual character; is to make one long for the sweeter and simpler life, which to older readers is something more than a tradition. And pervading it all is a pungent but kindly humor. You will enjoy every installment of "The Light in the Clearing." Our New Serial! Don't Fail to Read It! You'll miss a treat if you don't read "The Light in the Clearing."

HOW TO HAVE MONEY JOIN OUR NEW CHRISTMAS BANKING CLUB

Illustration of a hand holding a dollar bill. Text: \$63.75 is what you will have next Christmas if you join our CHRISTMAS BANKING CLUB NOW with 5¢

MAKES IT EASY TO HAVE MONEY By having many clubs in our Christmas Banking Club we make it easy for everyone to join. There is a club that will fit your ability to pay—and when you keep up your payments regularly, you really "Have Money" in Fifty Weeks. Look at the table below! Which club can you join? Then come to our bank with the first payment. We will make you a member of the club and give you a bank book showing the Club you joined. You can pay as many weeks in advance as you wish. Have you ever said to yourself: "If I only had money Now?" Well, here is the easy way and the sure way to get it. JOIN OUR CHRISTMAS BANKING CLUB

5¢ OR 10¢ Will start you in our Christmas Banking Club next Xmas you get \$63.75 or \$127.50

How to Join: It is easy. ALL YOU NEED TO DO is bring in 1c, 2c, 5c, or 10c, 50c, \$1.00, \$5.00, or any amount. That's ALL you do. WE DO THE REST. There are no dues to pay. Who Can Join: Everyone can join and everybody SHOULD JOIN. Men, Women, Boys, Girls, Little children and the Baby. Our Christmas Banking Club is for ALL.

Table with 8 columns: CLUB TYPE (1c, 2c, 5c, 10c, 50c, \$1.00, \$5.00, SPECIAL), PAYMENTS, and TOTAL AMOUNT. SPECIAL CLUB FOR ANY AMOUNT.

YOU CAN BEGIN WITH THE LARGEST PAYMENT FIRST AND DECREASE YOUR PAYMENTS EACH WEEK You'll Never Miss the Money! It is no hardship for you and the children to bank more nickles and dimes, often foolishly spent and they soon grow into dollars—and dollars grow into a fortune. Time goes fast and in Fifty weeks you really Have money. Our Christmas Banking Club is the best way to accumulate money for Bonds, Certificates, Taxes, Insurance, Etc.

YOU WILL RECEIVE 3 PER CENT INTEREST BELDING SAVINGS BANK